



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BHT 4408: ECOTOURISM MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Describe the demographics of a typical eco-tourist. **(10 marks)**
- b) Briefly discuss the relationship between:
- i) Ecotourism and nature-based tourism. **(5 marks)**
 - ii) Ecotourism and adventure tourism. **(5 marks)**
 - iii) Ecotourism and sustainable tourism. **(5 marks)**
 - iv) Consumptive and non-consumptive tourism. **(5 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

With examples from Kenya's tourism industry, discuss the roles of key ecotourism stakeholders.

(20 marks)

QUESTION 3

Explain the channels through which ecotourism positively contributes to the economy of a destination.

(20 marks)

QUESTION 4

Discuss the opportunities and threats that tourism development represents for a protected area.

(20 marks)

QUESTION 5

Analyze the role of naturalist guides in the implementation of the ecotourism concept.

(20 marks)